

#### For More Information

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- Attend the Internet Presentation,  
“Labeling for Telephony Products.”  
Presentations are held monthly. To register,  
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ENERGY STAR®

# Labeled Telephony Products

**MAKING IT  
EASY TO MAKE  
A DIFFERENCE**

[www.energystar.gov](http://www.energystar.gov)  
April/May 2001

## What is ENERGY STAR®?

ENERGY STAR® is the trusted symbol that makes it easy to identify products, homes, and buildings that save energy and money while protecting the environment. The program brings together the US Environmental Protection Agency, the US Department of Energy, product manufacturers, local utilities, state administrators, and retailers. Partners help promote efficient products by labeling them with ENERGY STAR and educating consumers about the benefits of energy efficiency.

## ENERGY STAR Products

- More than 1,200 manufacturers
- About 7,000 models
- Over 30 product areas including consumer electronics, office equipment, and appliances

## Why Label Telephony Products?

Nearly 90 percent of all energy used to power cordless phones, answering machines, and combination units is expended during standby (while not in active use). In cordless phones and combination units, much of that energy is used to overcharge a fully charged battery. Standby losses in telephony products can be reduced to as little as **0.5 watts** by adopting designs that lower energy consumption. If all cordless phones, answering machines, and combination units sold in the US market between January 1, 2001 and December 31, 2010 were rated at 0.5 watts during standby, over 86.2 trillion watt-hours (TWh) could be saved. This translates into cumulative savings to consumers of \$4.9 billion in lower utility bills, equivalent to removing the emissions from over 1 million cars or planting 1.4 million acres of trees.

## What Can the Label

### Do for Manufacturers?

#### Use the label to –

- Showcase superior product design
- Differentiate your products
- Gain positive publicity and increased customer loyalty

#### Meet Consumer Preferences for ...

- More efficient products that save energy and money and protect the environment
- Products with lower lifetime operating costs
- Devices that generate less heat and therefore have greater reliability and durability
- Smaller, lighter wallpacks that use less outlet space

#### Demonstrate Corporate Stewardship

- Help customers achieve pollution, energy, and dollar savings
- Demonstrate innovation
- Enhance relations with consumers and your image in the marketplace

## Design for Energy Performance

- Use switch mode power supplies to reduce standby losses to as little as 0.5 watts and stop the battery-charging process once batteries are fully charged
- Add “smart” chargers to stand-alone combination units to prevent needless overcharging of full batteries
- Incorporate changes in circuit design:
  - Disengage circuits once a call is complete
  - Use energy-efficient displays

## How To Join ENERGY STAR

- Manufacturers sign a Partnership Agreement
- Label your company's compliant products
- Train and educate staff on selling points of ENERGY STAR products

## On the Internet

Look for the ENERGY STAR specification and testing guidelines for telephony products at [www.energystar.gov](http://www.energystar.gov)